

Message Text

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ACTION COME-00

INFO OCT-01 AF-10 ISO-00 EB-11 CIAE-00 INR-10 NSAE-00

RSC-01 OPIC-12 DRC-01 OMB-01 TRSE-00 /047 W

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R 111512Z FEB 74

FM AMEMBASSY LAGOS

TO SECSTATE WASHDC 2743

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E.O. 11652 N/A

TAGS: BCOM

SUBJECT: FISCAL YEAR 1975 COUNTRY COMMERCIAL PROGRAM

REF: STATE 006882

1. PROPOSED COMMERCIAL ACTION PROGRAMS FOR LAGOS FOR FY 75 ARE OUTLINED BELOW IN LINE WITH GUIDELINES OF REFTEL. IT WILL ENGAGE PERSONNEL AND RESOURCES OF ENTIRE ECONO/COMMERCIAL ELEMENT OF EMBASSY:

A. OBJECTIVE ONE: INCREASE U.S. SHARE OF FEDERAL AND STATE GOVERNMENT CONTRACTS IN CONSULTING AND PROJECT MANAGEMENT FIELDS.

ACTION ONE: IDENTIFY MAJOR NIGERIAN FEDERAL AND STATE INFRA-STRUCTURE AND SOCIAL SERVICE DEVELOPMENT PROJECTS WHICH REQUIRE CONSULTANTS AND PROJECT MANAGERS. THESE INCLUDE:

1. FEDERAL AIRPORTS, PORTS, ROABB AND BUILDING PROJECTS.
2. FEDERAL INDUSTRIAL VENTURES INVOLVING REFINERIES, PETRO CHEMICAL AND OIL-RELATED PROJECTS, AND OTHER BASIC INDUSTRIES.

3. FEDERAL AND STATE HOSPITALS AND INSTITUTIONS OF LEARNING AND MANPOWER TRAINING.

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4. STATE PROJECTS IN AGRICULTURE AND INDUSTRY.

ACTION TWO: ENCOURAGE U.S. FIRMS TO OFFER SERVICES TO
FEDERAL AND STATE GOVERNMENTS.

ACTION THREE: ASSIST U.S. FIRMS IN GOVERNMENT INTRODUCTIONS
AND APPOINTMENTS.

B. OBJECTIVE TWO: INCREASE U.S. PARTICIPATION IN CAPITAL
EQUIPMENT TENDERING TO FEDERAL AND STATE GOVERNMENTS.

ACTION ONE: AS FEASIBLE,
DRAW ON PROJECT KNOWLEDGE OF
EXPATRIATE CONSULTANTS AND PROJECT MANAGERS TO GOVERNMENT
BODIES.

ACTION TWO: MAINTAIN CONTINUED CONTRACTS WITH TENDER BOARD
OFFICIALS AND KEY PROCUREMENT DECISION MAKERS AT FEDERAL
AND STATE LEVELS.

C. OBJECTIVE THREE: PURSUE WITH FMG THE INTEREST THAT USG
HAS MANY
ADVANTAGES THAT CAN ACCRUE TO FMG IF FMG ACTS TO
MAXIMIZE U.S. SUPPLIER PARTICIPATION IN PLANT/EQUIPMENT/
TANKER ASPECTS OF EXPECTED LNG PROJECT(S).

COMMENT: FMG DECISIONS ON LNG PROJECT(S) ANTICIPATED IN
FY 1974, AND DESTINATION LNG ALMOST CERTAINLY U.S.

ACTION ONE: KEEP BEFORE FMG OFFICIALS INTEREST OF USG IN
SUPPLY OF PLANT/EQUIPMENT/TANKERS THROUGH USE OF EMBASSY
LAGOS CHANNELS.

ACTION TWO: TO DEMONSTRATE AS APPROPRIATE, TO FMG AND EVENTUAL
PRIVATE SECTOR PARTICIPANT(S) IN LNG PROJECT(S), BENEFITS OF
EXIM/MARAD SUPPORTED FINANCING FOR U.S. CONSTRUCTION ON-SHORE
FACILITIES AND TANKERS.

ACTION THREE: TO CONSIDER WITH STATE/COMMERCE EXCHANGE OF
VISITS AMONG RESPONSIBLE USG/FMG
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D. OBJECTIVE FOUR: TARGET TRADE PROMOTION EVENT SCHEDULE IN THE
FUTURE TO THE EXTENT POSSIBLE ON INDUSTRIES WHICH SUPPLY MACHINERY,
EQUIPMENT AND SERVICE FOR INFRASTRUCTURE AND SOCIAL SERVICE
PROJECTS OF FEDERAL AND STATE GOVERNMENTS.

ACTION ONE: INCREASE LENGTH OF STAY IN NIGERIA OF TRADE MISSIONS,

SEMINARS AND CATALOGS HOW TO ALLOW APPROPRIATE EXPOSURE TO STATE GOVERNMENTS IN SUCH STATE CAPITALS AS KANO, ENUGU, CALABAR, PORT HARCOURT, BENIN, IBADAN, KADUNA, SOKOTO, JOS AND MAIDUGURI.

ACTION TWO: INCREASE PARTICIPATION BY CONSULTING AND MANAGEMENT FIRMS IN TRADE PROMOTION EVENTS.

COMMENT: WE DO NOT PROPOSE CANCELLATION OF ACTIONS CONTEMPLATED IN PLANNED FY 1975 COMMERCE EVENT SCHEDULE (A-8612 OF OCTOBER 16 1973), I.E. PRINTING AND GRAPHIC ARTS EQUIPMENT TRADE MISSIONS, AND BUSINESS EQUIPMENT, AND AIR CONDITIONING AND REFRIGERATION EQUIPMENT CATALOG SHOWS.

E. OBJECTIVE FIVE: DEVELOP KNOWLEDGE OF NIGERIAN MARKET THROUGH PLANNED MARKET RESEARCH PROGRAM.

ACTION ONE: SCHEDULE SIX POST-CONDUCTED MARKET RESEARCH STUDIES ON TARGET INDUSTRY SECTORS FOR FY 1975.

ACTION TWO: SUBMIT REQUEST AND JUSTIFY ADDITIONAL MARKET RESEARCH BY OUTSIDE CONTRACTORS.

COMMENT: LACK OF ADEQUATE MARKET INFORMATION AND STATISTICS IN A DEVELOPING COUNTRY SUCH AS NIGERIA IS A MAJOR IMPEDIMENT TO EFFECTIVE TRADE PROMOTION.

2. CURRENT AND PROPOSED FUNCTIONAL ALLOCATION

EMBASSY HAS INTEGRATED COMMERCIAL/ECONOMIC SECTION WITH SIX OFFICERS

AND FIVE LOCAL EMPLOYEES OPERATING UNDER FOLLOWING FUNCTIONAL ALLOCATIONS. POST COMPLEMENT APPEARS ADEQUATE FOR EFFECTIVE PROGRAM:
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FSO-2 ECONOMIC/COMMERCIAL COUNSELOR - COMMERCIAL PLANNING AND COORDINATION.

FSO-4 COMMERCIAL ATTACHE - COMMERCIAL PLANNING AND IMPLEMENTATION OF COMMERCIAL SERVICES AND PROGRAMS.

FSO-4 ECONOMIC OFFICER - COMMERCIAL ACTIVITIES IN PETROLEUM ENERGY AND HEAVY INDUSTRY FIELD, AND ECONOMIC REPORTING IN SAME FIELDS.

FSO-5 ECONOMIC OFFICER - EXPORT-IMPORT BANK, FCIA AND OPIC MATTERS; AND ECONOMIC/FINANCIAL REPORTING.

FSO-6 ASSISTANT COMMERCIAL ATTACHE - BUSINESS SERVICES,

E.G. WTD'S TRADE COMPLAINTS.

FSO-6 ECONOMIC OFFICER - COMMERCIAL ACTIVITIES IN
ROAD AND AIR TRANSPORT, PORT DEVELOPMENT AND
COMMUNICATIONS.

FSL-12/5 COMMERCIAL ADVISOR - SPECIALIST HANDLING ADS
AND MARKET RESEARCH.

FSL-8/1 COMMERCIAL ASSISTANT III - HANDLES WTDRS AND
TRADE LISTS.

FSL-8/1 ECONOMIC ASSISTANT III - ECONOMIC FUNCTIONS, CERP
PUBLICATIONS.

FSL-7/9 ECONOMIC ASSISTANT III - ECONOMIC FUNCTIONS,
STATISTICS.

FSL-7/5 COMMERCIAL CLERK/TYPIST/ RECEPTIONIST,
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 11 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Authority: MorefiRH
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 28 MAY 2004
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974LAGOS01188
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: LAGOS
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740242/aaaabnko.tel
Line Count: 189
Locator: TEXT ON-LINE
Office: ACTION COME
Original Classification: LIMITED OFFICIAL USE
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 4
Previous Channel Indicators: n/a
Previous Classification: LIMITED OFFICIAL USE
Previous Handling Restrictions: n/a
Reference: STATE 006882
Review Action: RELEASED, APPROVED
Review Authority: MorefiRH
Review Comment: n/a
Review Content Flags:
Review Date: 03 SEP 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <03 SEP 2002 by cunninfx>; APPROVED <04-Sep-2002 by MorefiRH>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FISCAL YEAR 1975 COUNTRY COMMERCIAL PROGRAM
TAGS: BEXP
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005